



City of Seattle
Seattle Department of Neighborhoods
Stella Chao, Director

March 8, 2010

Request for Qualifications
Multi/Bi-Lingual P-Patch Community Garden Outreach Consultant

Introduction

Seattle Department of Neighborhoods P-Patch Community Gardening Program Seeks Multi/Bi-Lingual Outreach consultant to inform and engage a diversity of neighbors in new P-Patch Community Gardens.

Background

The Seattle Department of Neighborhoods P-Patch Community Gardening Program is developing new and expanded P-Patch Community Gardens across Seattle with funding from the 2008 Parks and Green Spaces Levy. One goal of the new garden development is to engage community members in the design, construction, and use of the gardens. The P-Patch Community Gardening Program has a specific emphasis on reaching out to historically under-represented communities. Multi/Bi-Lingual Outreach consultants from under-represented groups will be selected to provide outreach and engagement services and to help facilitate the garden design and construction process.

Description of Outreach Services

Outreach consultants will inform members of their respective communities about new or expanded P-patch Community Gardens being developed in their neighborhoods and encourage participation in the design, construction, and ongoing use of the garden. Outreach consultants will build on their existing relationships with the community and initiate new contacts by attending community meetings, contacting key community leaders, and conducting other culturally appropriate outreach activities as necessary. Outreach consultants, in partnership with P-Patch Program staff and garden designers, will also serve as facilitators of the garden design process—scheduling, planning and facilitating meetings where community members will provide their input.

Outreach consultants selected for each project will be reflective the surrounding neighborhood. Projects are currently planned for the neighborhoods with outreach in the languages listed below.

Language Groups:

Focus Neighborhoods:

700 5th Avenue
PO Box 94649
Seattle, WA 98124-4649



Tel (206) 684-0464
Fax (206) 233-5142
www.seattle.gov/neighborhoods



English <i>and</i>	<u>South East Seattle</u>
Amharic	New Holly, Rainier Valley, Rainier Beach,
Cantonese and/or Mandarin	Columbia City/Seward Park
Khmer	
Oromo	<u>South West Seattle</u>
Samoan	Roxhill/Westwood, Highland Park,
Spanish	North Delridge
Somali	
Tigrinya	<u>North Seattle</u>
Vietnamese	Broadview/Bitter Lake

General Timeframe: Spring 2010 – Fall 2011

Outreach Services General Scope of Work

- Support Seattle Department of Neighborhoods efforts to inform residents and other stakeholders of the P-Patch Community Gardening Program, its relevance to their daily lives and to encourage community participation in designing, building and growing new gardens.
- Organize and facilitate events and activities for the purpose of soliciting community input into the garden design and function – in coordination with P-Patch Program staff, Garden Designer, and/or community volunteers.
- Organize and facilitate at least one meeting with the purpose of gathering input on the elements and community values residents and stakeholders would like to incorporate in the new P-Patch community gardens.
- Translate and/or coordinate proofreading of written communications and presentation materials (e.g. announcements and invitations, design materials, handouts, notes, brochures, etc).
- Outreach to encourage interested community members' participation in volunteer work parties, celebrations, meetings, or other garden events.
- Interpret oral communications if necessary when English is used as the primary form of communication (e.g. inclusive community meetings, celebrations, work parties, etc).

Responsibilities

- Coordinate with P-Patch Staff along with the Garden Designer and community volunteers to establish specific outreach timelines and goals
- Attend a training meeting with P-Patch staff to learn about the P-Patch Program, the Parks and Green Spaces Levy, and the garden design and development process

- Work independently following traditional (and culturally-specific) outreach practices and/or methods;
- Organize and facilitate community meetings to gather input during the community design process
- Respond in a timely manner to communications from P-Patch Program Staff and community members interested in information about the P-Patch Community Gardening in general and the specific development project in particular, including next-day response to phone, email, and text messages.
- Invoice Department of Neighborhoods for services completed according to an agreed-upon schedule
- Provide W-9 form and other licenses as appropriate
- Report income earned from City of Seattle according to IRS requirements.

Qualifications

- Have prior knowledge of their respective language group and neighborhood communities
- Be bi-lingual and/or bi-cultural
- Be able to communicate effectively with diverse audiences;
- Have existing community relationships with the language group and neighborhood communities;
- Be aware of the cultural climate in their respective community;
- Have prior outreach, presentation, and facilitation experience
- Be able to work independently and as part of a collaborative team.
- Familiarity with the P-Patch Program, community gardening, and/or farming is preferred but not required

Budget

Outreach budgets for the P-Patch community garden development projects will vary. Estimated budgets range up to approximately \$2,000 per language group. Actual budgets will be defined on a project-by-project basis.

Outreach Consultant Selection

For the Levy-funded P-Patch Community Garden Projects, Seattle Department of Neighborhoods will select Outreach Consultants on a project by project basis based on qualifications submitted in response to this RFQ. Women and Minority Business Enterprises (WMBE) are strongly encouraged to participate.

For WMBE definitions and information, please visit:

<http://www.seattle.gov/contracting/wmbedefinitions.htm>

P-Patch Community Garden Outreach Consultant Application Process

Outreach Services Consultants should demonstrate experience and capability in performing the general scope of work. Interested Outreach Consultants should provide brief but specific

descriptions of relevant experience, knowledge of specific neighborhoods and language groups, and qualifications. Applications are limited to a total of four (4) single-sided pages or two (2) double-sided pages plus an optional cover letter.

**Please submit the following information about your qualifications
by 5:00 p.m. on April 9, 2010 to:**

Laura Raymond
P-Patch Community Gardening Program
Seattle Department of Neighborhoods
P.O. Box 94649
Seattle, WA 98124-4649
Laura.Raymond@Seattle.gov
Tel: (206)615-1787
Fax: (206) 233-5142
Web Page: <http://www.seattle.gov/neighborhoods/ppatch/levy.htm>

I. General Information:

Professional contact information

Language/s you are qualified to do outreach in

WMBE status (if applicable)

For WMBE definitions and information, please visit:

<http://www.seattle.gov/contracting/wmbedefinitions.htm>

Federal tax ID number (if applicable)

WA State Business License Number (if applicable)

II. Outreach Work History (10 pts): Identify and describe specific community outreach work you have done. The description of the work should directly relate to the general scope of work outlined above. Indicate if you have experience working with the City of Seattle or other similar agencies. Include who you did the work for, their contact information, and the year the work was done.

III. Community Knowledge (8 pts): Describe the knowledge and connections you have to your specific language community/ies and the focus neighborhoods. Explain strategies you might use to engage these communities in a garden design and building project that involves people from many different language and cultural groups.

IV. Other qualifications (bonus pts): Please include any additional information to help illustrate how you meet the required qualifications.

